FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034424-A **Type of Permit:** FILMING **Release Date:** 12/06/2010

Production Company MOXIE PICTURES INC

Insured Company Name MOXIE PICTURES INC
Contact Phone No. 1 310-857-1000
Contact Phone No. 2
Fax 310-857-1004
Address 5890 W JEFFERSON BLVD, SUITE J
LOS ANGELES, California 90016

Production Title QUAKER OATS

Type of Production Commercial - Standard

Producer Salli Ziles

Director Henry Lu

1st AD Javier Vargas

Production Manager Michael Merryman

FilmL.A. Coordinator Hans Groszkruger

Location Manager Kelley Baker
Primary Phone Mobile - 323-528-6034
Secondary Phone Office - 310-857-1000

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE	$100.00
LAUSD DEPOSIT	$500.00
LAUSD REGULAR FILMING USE FEE	$3,100.00
LAUSD CUSTODIAL FEES	$31.00

Total Permit Fee $3,731.00

Number of Locations 2

NOT A PERMIT

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Summary Information — Location

Permit Number F00034424-A
Production Company MOXIE PICTURES INC
Insured Company MOXIE PICTURES INC
Production Title QUAKER OATS

Location Manager Kelley Baker
Primary Phone Mobile - 323-528-6034
Secondary Phone Office - 310-857-1000

Location Address 3501 N Broadway, Los Angeles, CA, 90031

Location Type School

Film Dates 12/6/2010 - 12/6/2010 04:30 - 13:00

Open or Closed to the Public Closed

Generic Conditions
All travel lanes and bike lanes shall be closed per the WATCH manual.
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
34424_Broadway.pdf
821011~1.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	45
LA City UFSO assigned	26541
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on sidewalk & street; Exterior Dialogue; Exterior establishing shots; On Steps in the football staduim/field;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 635 **Grid:** B1

Coordinator Note UFSO from 0700-1300hrs.

Coordinator Note trucks/equipment on the N/s of N. Broadway, Lincoln Park Ave. - Lincoln High Dr.

Coordinator Note RIDER "A" COLLECTS LAUSD FEES LEFT OFF ORIGINAL PERMIT IN ERROR

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NO PERMIT

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Summary Information — Location

Permit Number	F00034424-A	**Location Manager**	Kelley Baker
Production Company	MOXIE PICTURES INC	Primary Phone	Mobile - 323-528-6034
Insured Company	MOXIE PICTURES INC	Secondary Phone	Office - 310-857-1000
Production Title	QUAKER OATS		

Location Address 18700 Pacific Coast Hwy, Malibu, CA, 90265

Location Name TOPANGA BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 12/7/2010 - 12/8/2010 04:30 - 19:00

Open or Closed to the Public Open

Generic Conditions
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.
Parking receipts must be displayed in all windshields of all production vehicles. Parking arrangements must be made prior to film date with PCI.

Please see attached documents
BEACHES and HARBORS TOPANGA BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	45
LA City UFSO assigned	26541
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities BASE CAMP ONLY. FILMING LOCATION IS IN MALIBU;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Location Notes
Must contact PCI directly for parking requirements and activities on PCI property
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
Reservations for use of beach must be made through FilmL.A. - Production Planning Department
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Marisol Camey

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Summary Information — Location

Permit Number	F00034424-A	**Location Manager**	Kelley Baker
Production Company	MOXIE PICTURES INC	Primary Phone	Mobile - 323-528-6034
Insured Company	MOXIE PICTURES INC	Secondary Phone	Office - 310-857-1000
Production Title	QUAKER OATS		

Coordinator Note RIDER "A" ADDS LOCATION FOR BASE CAMP ONLY.

Coordinator Note BASECAMP IS ENTIRE WEST LOT

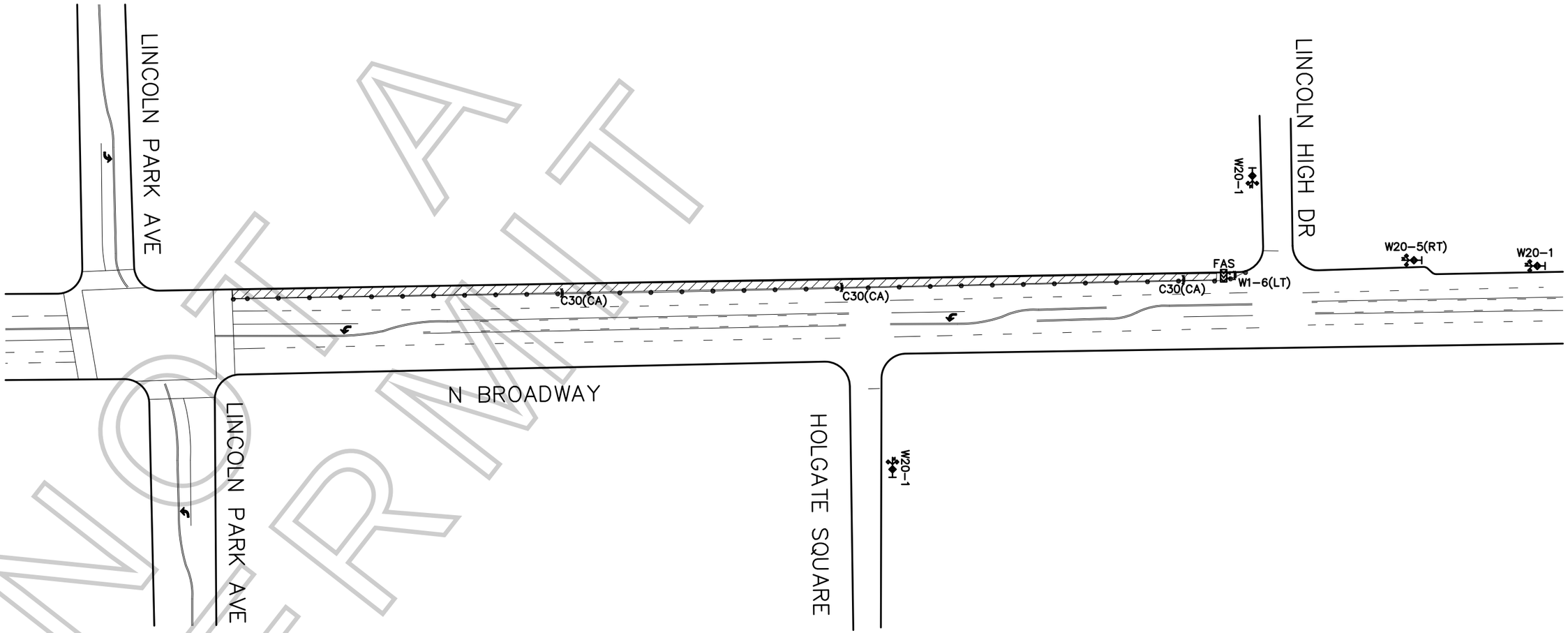
Coordinator Note equipment overnight

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NOT A PERMIT



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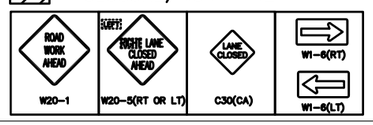
LEGEND:

- ADVANCE WARNING SIGN
- SIGN ON TYPE I BARRICADE
- TRAFFIC CONE 28" (REFLECTIVE)
- FLASHING ARROW SIGN (FAS)
- CLOSURE/WORK AREA



FILM LA COORDINATOR: HANS GROSKRUGER
FILM LA PERMIT # F-34424

CLOSURE INFO:

N/S CURB N. BROADWAY
LINCOLN PARK AVE - LINCOLN HIGH DR
12/06, 0430-1300

MOXIE PICTURES
"QUAKER OATS"
LOCATIONS CONTACT:
ALYJOE VALDEZ (AJ) 323.260.4777(4PPS)

TCP DRAWN BY:
JOE VELASCO JR.
PACIFIC TRAFFIC CONTROL, INC.
323.981.0600 PH.
LIC # 944488

GENERAL NOTES:

1. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE CURRENT STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA M.U.T.C.D., AND ANY ADDENDUMS THERTO, AND AS SHOWN ON THESE PLANS.
2. THERE SHALL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
3. CONES SHALL BE 28" MINIMUM HEIGHT AND SHALL HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
4. POLICE SHALL DIRECT TRAFFIC AS NECESSARY.

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of MOXIE PICTURES ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 11/5/10

Melissa Brabetz

Representative's Signature

Melissa Brabetz

Representative's Name (Please Print)

VPM

Representative's Title (Please Print)

MOXIE PICTURES

Name of Principal (i.e. company name)
(Please Print)

1040 Sycamore
Hollywood, CA 90038

Principal's Mailing Address (Please Print)

323.957.5420

Principal's Phone Number (Please Print)

Pacific Production Services
[illegible] Nichols, President

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

TOPANGA BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- **Only still photography or small film shoots with hand held equipment will be allowed. Groups no larger than 15 total (including cast and crew) will be allowed.**
- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date.
- **Lifeguard towers must be indicated on permit.**
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **NO DRIVING SCENES ON SAND**
- Sign removal in LA County parking lots is prohibited.
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement.. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **No parking or picture vehicles at lower parking lot or access road. (Chain will not be dropped).**
- **Parking lot closes at dusk. PCI parking attendant required after hours.**
- **No filming on bluff.**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT